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**AMENDMENTS TO THE CLAIMS:**

1. (Currently amended) A portable information terminal equipment with a browser function, said portable information terminal equipment comprising:

an image information acquisition section for downloading image information from a Web server through a communication line to said portable information terminal equipment, the image information comprising image data and display sequence information of the image data;

a storage section for storing the downloaded image information;

a display section for displaying stored image data on the basis of the stored display sequence information; and

a display control section for controlling ~~rotation~~ of the image on the display section, wherein the stored display sequence information comprises sequence control information for controlling display of controlled images, the sequence control information comprising at least one of:

image switching time information for setting a controlled image switching time;

image inversion display information for setting whether to perform inversion display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of the display of the controlled image.

2. (Previously presented) An equipment according to claim 1, wherein the image information comprises:

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title information of the image data;  
a data size of a background image;  
an image count of background images;  
display setting correspondence information for each operation of each function of the portable information terminal equipment;  
display sequence information;  
data of at least one background image; and  
data of at least one controlled image.

3. (Currently amended) An equipment according to claim 1, wherein the display sequence information further comprises:

sequence start information for starting display sequence processing; and  
~~sequence control information for controlling display of controlled images; and~~  
sequence end information for ending the display sequence processing.

4. (Previously presented) An equipment according to claim 3, wherein the sequence control information comprises:

image switching time information for setting a controlled image switching time;  
display image number information for designating a controlled image number;  
display position information for setting a display position of a controlled image;  
image inversion display information for setting whether to perform inversion display of a controlled image;

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image tilt information for setting whether to perform rotation of the display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of the display of the controlled image.

5. (Currently amended) An equipment according to claim 3, wherein the sequence control information further includes sound generation setting information for generating a sound when one of the controlled images is displayed.

6. (Previously presented) An equipment according to claim 1, further comprising display setting means for performing display setting by making different pieces of image information correspond to functions for the respective functional operations of the portable information terminal equipment.

7. (Currently amended) A display method for a portable information terminal equipment with a browser function, said display method comprising:

downloading image information from a Web server through a communication line to the portable information terminal equipment, the image information comprising image data and display sequence information of the image data;

storing the downloaded image information; and

displaying stored image data on the basis of the stored display sequence information,  
~~information; and~~

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~~rotating the display of the image data on the portable information terminal~~  
wherein the display sequence information comprises sequence control information for controlling display of controlled images, the sequence control information comprising at least one of:  
image switching time information for setting a controlled image switching time;  
image inversion display information for setting whether to perform inversion display of a controlled image; and  
erase/non-erase information for setting whether to erase a controlled image upon switching of the display of the controlled image.

8. (Previously presented) A method according to claim 7, wherein the image information comprises:

- title information of image data;
- a data size of a background image;
- an image count of background images;
- display setting correspondence information for each operation of each function of the portable information terminal equipment;
- display sequence information;
- data of at least one background image; and
- data of at least one controlled image.

9. (Currently amended) A method according to claim 7, wherein the display sequence

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information further comprises:

sequence start information for starting display sequence processing; and  
~~—— a plurality of pieces of sequence control information for controlling display of~~  
controlled images; and  
sequence end information for ending the display sequence processing.

10. (Previously presented) A method according to claim 9, wherein the sequence control information comprises:

image switching time information for setting a controlled image switching time;  
display image number information for designating a controlled image number;  
display position information for setting a display position of a controlled image;  
image inversion display information for setting whether to perform inversion display of a controlled image;  
image tilt information for setting whether to perform rotation of the display of a controlled image; and  
erase/non-erase information for setting whether to erase a controlled image upon switching of display of the controlled image.

11. (Currently amended) A method according to claim 9, wherein the sequence control information further comprises sound generation setting information for generating a sound when one of controlled images is displayed.

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12. (Previously presented) A method according to claim 7, further comprising making different pieces of image information correspond to functions for the respective functional operations of the portable information terminal apparatus.

13. (Currently amended) A portable information terminal equipment with a browser function, said portable information terminal equipment comprising:

an image information acquisition section for downloading image information from a Web server through a communication line to said portable information terminal equipment, the image information comprising image data and display sequence information of the image ~~data; data, the display sequence information comprising image tilt information for setting whether to perform rotation of the display of a controlled image;~~

a storage section for storing the downloaded image information;

a display section for displaying stored image data on the basis of the stored display sequence information; and

a display control section responsive to downloaded image tilt information, for ~~rotating~~ controlling the display on the display section,

wherein the display sequence information comprises sequence control information for controlling display of controlled images, the sequence control information comprising at least one of:

image switching time information for setting a controlled image switching time;

image inversion display information for setting whether to perform inversion display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of the display of the controlled image.

14. (Previously presented) An equipment according to claim 13, wherein the image information comprises:

- title information of the image data;
- a data size of a background image;
- an image count of background images;
- display setting correspondence information for each operation of each function of the portable information terminal equipment;
- display sequence information;
- data of at least one background image; and
- data of at least one controlled image.

15. (Currently amended) An equipment according to claim 13, wherein the display sequence information further comprises:

- sequence start information for starting display sequence processing; and
- ~~sequence control information for controlling display of controlled images; and~~
- sequence end information for ending the display sequence processing.

16. (Previously presented) An equipment according to claim 15, wherein the sequence control information comprises:

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image switching time information for setting a controlled image switching time;  
display image number information for designating a controlled image number;  
display position information for setting a display position of a controlled image;  
image inversion display information for setting whether to perform inversion display  
of a controlled image; and  
erase/non-erase information for setting whether to erase a controlled image upon  
switching of the display of the controlled image.

17. (Currently amended) An equipment according to claim 15, wherein the sequence control information further includes sound generation setting information for generating a sound when one of the controlled images is displayed.

18. (Previously presented) An equipment according to claim 13, further comprising display setting means for performing display setting by making different pieces of image information correspond to functions for the respective functional operations of the portable information terminal equipment.

19. (Currently amended) A display method for a portable information terminal equipment with a browser function, said display method comprising:

downloading image information from a Web server through a communication line to the portable information terminal equipment, the image information comprising image data and display sequence information of the image data; ~~data, the display sequence information~~



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~~comprising image tilt information for setting whether to perform rotation of the display of a controlled image on the portable information terminal equipment;~~

storing the downloaded image information; and

displaying stored image data on the basis of the stored display sequence information,  
information; and

~~— rotating the display of the controlled image on the portable information terminal equipment~~

wherein the display sequence information comprises sequence control information for controlling display of controlled images, the sequence control information comprising at least one of:

image switching time information for setting a controlled image switching time;

image inversion display information for setting whether to perform inversion display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of the display of the controlled image.

20. (Previously presented) A method according to claim 19, wherein the image information comprises:

title information of image data;

a data size of a background image;

an image count of background images;

display setting correspondence information for each operation of each function of the

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portable information terminal equipment;

display sequence information;

data of at least one background image; and

data of at least one controlled image.

21. (Currently amended) A method according to claim 19, wherein the display sequence information further comprises:

sequence start information for starting display sequence processing; and

~~— a plurality of pieces of sequence control information for controlling display of controlled images; and~~

sequence end information for ending the display sequence processing.

22. (Previously presented) A method according to claim 21, wherein the sequence control information comprises:

image switching time information for setting a controlled image switching time;

display image number information for designating a controlled image number;

display position information for setting a display position of a controlled image;

image inversion display information for setting whether to perform inversion display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of display of the controlled image.

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23. (Currently amended) A method according to claim 21, wherein the sequence control information further comprises sound generation setting information for generating a sound when one of controlled images is displayed.

24. (Previously presented) A method according to claim 19, further comprising making different pieces of image information correspond to functions for the respective functional operations of the portable information terminal apparatus.